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Board of Trustees Meeting Minutes

Board of Trustees

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Board of Trustees Minutes, July 14, 2006

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**Minutes
Coastal Carolina University
Board of Trustees**

**E. Craig Wall, Sr. College of Business Administration Building, Board Room
July 14, 2006, 9:00 a.m.**

Presiding: Mr. Charles J. Hodge

Board Members Present:

Mr. William H. Alford
Mr. William S. Biggs
Mr. Robert D. Brown
Mr. Joseph L. Carter
Mr. Fred F. DuBard, Jr.
Mr. Samuel H. Frink
Mr. J. Wayne George
Dr. James F. Kane
Mr. William L. Lyles, Jr.
Mr. Daniel W. R. Moore, Sr.
Mr. Clark B. Parker
Mr. Robert L. Rabon
Dr. Oran P. Smith
Mr. Eugene C. Spivey
Mr. Tommy M. Stringer
Dr. Samuel J. Swad

Others Present:

Dr. Ronald R. Ingle
Mr. Hank P. Barnette
Mr. David A. Bredekamp
Ms. Stacie Bowie
Dr. Jennie Cassidy
Dr. Janis W. Chesson
Mr. Josh M. Chesson
Dr. Debbie Conner
Dr. David A. DeCenzo

Dr. Edgar L. Dyer
Dr. David W. Evans
Mr. Bill Edmonds
Ms. Cathy B. Harvin
Dr. Lloyd A. Holmes
Dr. Sally M. Horner
Dr. Gilbert Hunt
Mr. Mark Kelley
Ms. Linda P. Lyerly
Ms. Regina S. Markland
Mr. Marvin F. Marozas
Dr. David E. Millard
Ms. Anne T. Monk
Dr. Danny Nicholson
Ms. Mona Prufer
Dr. William H. Richardson
Mr. Caesar Ross
Mr. Keith S. Smith
Mr. Harold Stowe
Ms. Ashley Taliana
Dr. Deborah Vrooman
Dr. Samuel A. Wathen
Dr. Richard N. Weldon
Dr. Lynn Willett
Dr. Dennis G. Wiseman
Ms. Nila S. Hutchinson
Ms. V. Chyrel Stalvey

(In accordance with the requirements of the South Carolina Freedom of Information Act, the news media were notified of the time, location, and agenda for the meeting. Mr. Richard Greene of Time-Warner Cable was in attendance.)

I. Call to Order

Chairman Hodge called the meeting to order at 9:00 a.m. Dr. Smith offered an invocation.

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Two former Board members, The Honorable Cathy Harvin and Mr. Hank Barnette, were presented a clock and a resolution naming them trustee emeriti in appreciation for their years of service to the Board of Trustees and Coastal Carolina University. The resolutions were read:

Resolution

WHEREAS, Cathy Brand Harvin has been a valued and effective member of this Board since its formation at the commencement of Coastal Carolina University's independence and was the first Vice Chair of this Board, serving with distinction; and,

WHEREAS, Cathy has been a vital component of the Academic Affairs committee since its inception, contributing a number of creative and intelligent ideas that have led to the improvement of the academic program at the University; and,

WHEREAS, the members of this Board, individually and as a group, have greatly appreciated and admired the wisdom, strength, dedication and grace that Cathy has demonstrated in resolving the various issues that have been presented to the Board in these years since 1993 and in addressing the various challenges of life that she has had to face personally and as the wife of a great South Carolinian, the late Honorable Charles Alexander "Alex" Harvin, III; now, therefore, be it

RESOLVED, that this Board does express its gratitude to Cathy Brand Harvin for her service to this Board and to Coastal Carolina University, and, be it further

RESOLVED, that this Board does designate Cathy Brand Harvin as Trustee Emerita with all of the honors and privileges relative to that office, and, be it further

RESOLVED, that this Board congratulates Cathy Brand Harvin upon her election to the South Carolina House of Representatives and wishes her good fortune in her continuing service to the citizens of South Carolina in the long and well-established tradition of the Harvin family.

Resolution

WHEREAS, Payne H. "Hank" Barnette, Jr., has served this Board continually, capably and faithfully since its creation in 1993 at the beginning of independence for Coastal Carolina University; and,

WHEREAS, Hank has been a positive contributing member of the Planning and Fiscal Affairs committee from its inception and has greatly assisted the University in managing its growth and resources; and,

WHEREAS, this Board has greatly enjoyed the privilege and experience of serving with Hank in furthering the reputation of Coastal Carolina University and in improving the delivery of the vital services that the University provides to its students and to the citizens of South Carolina; now, therefore, be it

RESOLVED, that this Board does express its appreciation to Hank Barnette for his outstanding service to this Board and to Coastal Carolina University, and, be it further

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RESOLVED, that this Board does designate Payne H. Barnette, Jr., as Trustee Emeritus with all of the honors and privileges relative to that office; and, be it further

RESOLVED, that this Board wishes Hank Barnette all the best in his future endeavors.

Both expressed appreciation for the opportunity to serve on the Board of Trustees and for this recognition.

The following were introduced:

- Dr. Samuel A. Wathen and Mr. Harold Stowe, Co-interim Deans for the College of Business Administration (internal affairs and external fundraising/development, respectively)
- Dr. Jennie Cassidy, Director of Counseling Services
- Mr. Caesar Ross, Director of Student Health Services

Roll call was taken.

II. Approval of Minutes

Mr. Spivey moved to approve the minutes of May 5, 2006, and Mr. Carter seconded. The motion passed.

III. President's Report

Dr. Ingle asked Mark Kelley to present an end-of the year report for the General Assembly.

Mr. Kelley reported that Dr. Ingle and Mr. DuBard were successful in their discussions with Sen. Leatherman and Chairman Dan Cooper of the House Ways and Means Committee to receive \$2.35 million in nonrecurring dollars plus another \$250,000 for the sciences.

He believes that there will be an additional revenue surplus next year and most likely there will be a bond issue. We should begin now to plan our approach to Sen. Leatherman and the House leadership in addressing the needs for Coastal Carolina.

Mr. Spivey made a motion to write a letter of appreciation to Senator Leatherman and Chairman Dan Cooper from Mr. Hodge and Dr. Ingle. Mr. Carter seconded, and the motion passed.

Mr. Kelley was asked if the North Carolina lottery will affect the lottery funding in South Carolina. Mr. Kelley stated that it is predicted that our lottery will lose funding this year. However, he believes the scholarship dollars will not change. The General Assembly will review where other funds will be spent, i.e. the research universities and the technology funds.

Dr. Ingle noted the following information was distributed:

- Fall 2006 Admissions Report
- 2006-2007 Horry County Higher Education Commission Budget
- 2006-2007 Coastal Educational Foundation Budget

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- AASCU's nationally distributed articles featuring Coastal Carolina University: "Save the Planet, One Campus at a Time" and "Learn by Example"
- *Coastal Business Life* magazine with articles on the University's PGM Program
- Techniques of Teaching at the University level, a textbook co-written by professors from our sister university, the Russian State Social University, and Coastal Carolina University which will be distributed internationally
- The College of Business Administration promotional DVD

Dr. DeCenzo added that he is working with Ms. Anne Monk to prepare a DVD for each of the colleges by the end of the academic year.

Dr. Ingle presented the following overview of the University's accomplishments during the past year with a special emphasis on accomplishments that will directly benefit students in the coming year.

The first of my goals for 2005-06 was "to assure the integrity of Coastal Carolina's academic programs and student services."

1. First Year Experience:

The University recognizes that the move from high school to college can be challenging. Drawing on best practices from an extensive survey of First Year programs at other institutions, we have designed a comprehensive First Year Experience (FYE):

The best retention literature reports that first-year students make their decision to stay or leave during the first six weeks. FYE aims to improve freshmen retention by reducing the number of new students who decide to leave college in the first few weeks. FYE is designed to integrate first-year students into the Coastal Carolina academic and social culture quickly.

- UNIV 110 is a new course designed to develop critical thinking and research skills and provide campus support during the student's first semester. The course integrates personal and social responsibility studies into the first-year program.
- The new University Academic Center is designed to assist first-year students in their successful transition from high school to college with professional academic advising and peer mentoring. As part of FYE, Coastal will adopt a new method of academic advisement for first-time students. With assistance from 20 student peer mentors, eight full-time professional advisers will counsel freshmen on their academic course work.

2. Revised core curriculum

Coastal Carolina's Core Curriculum is shaped by the conviction that every graduate should be broadly educated with an awareness of the choices and responsibilities facing citizens in contemporary society. A meaningful and effective Core is continuously assessed and demands periodic rethinking of the aims of general education. The current Core, adopted nearly 20 years ago, has been long overdue for rethinking.

Last fall, I challenged the faculty to look at the University's Core Curriculum and ask the question, "What will it mean to be an educated person in the first quarter of the 21st century?" I suggested four areas of special considerations for a desirable Core:

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- a. A core should emphasize intellectual skills and habits of thought over disciplinary content.
Rationale: Core courses must teach more than a specific content area. Core courses illustrate ways of knowing, specific skills and/or the relationship of a specific topic to a more-encompassing, often interdisciplinary, theme.
- b. A core should serve every student regardless of major or subsequent major changes.
Rationale: The current Core is burdened with a number of discipline-specific courses that create unnecessary obstacles for transfer students and delay timely graduations for many students who enter as undeclared or who change majors.
- c. A core should require 30 or fewer credit hours.
Rationale: A reduction of the current Core requirement from 44-52 credits to 30 credits will allow students the flexibility to select additional electives and explore across disciplines.
- d. A core should allow for measurable student learning outcomes and assessment.
Rationale: The University's claim of "premier education" stems from a confidence in the integrity and accessibility of our general education requirements.

The Board will be surprised to learn that not all of my challenges to the faculty produce any result at all, much less a desirable result. In this case, however, the faculty committee produced a Core that significantly improves the University's general education requirements. The revised Core will go before the Faculty Senate this fall.

3. Mentoring Program

At our last meeting, Pete Barr gave a report on the mentoring program and the Board voted "to support the expansion and continuation of the mentoring program as a key building block of our educational mission." In the fall, Dave DeCenzo will charge a faculty committee to integrate mentoring into the curriculum.

A longtime friend of Coastal Carolina, Dalton Floyd, has made a generous gift to support and advance the mentoring program. His gift of \$250K will launch the Dalton and Linda Floyd Mentoring Program. With Dalton, we are currently establishing a stellar advisory board, including John Rainey, Inez Tenenbaum, Carl Faulk, Gerrita Postlewait and others. We will make a public announcement of the gift in September.

In passing, I would mention that a staunch advocate of the mentoring program, Horry County Schools Superintendent Gerrita Postlewaite has resigned from her position. I will miss her partnership in mentoring and other initiatives linking K-12 and Coastal Carolina.

4. Student-athletes

The past year has been unparalleled in Chanticleer history. Men's teams won the All Sports Award for the first time and women's teams won the All Sports Awards for the third consecutive year. The overall Coastal Carolina athletics program was recognized as the Sasser Cup Champion, an emblem of athletic excellence, for the third consecutive year and for the eighth time overall, the most in conference history.

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I am especially proud that student success on the playing field has been matched with student success in the classroom. The cumulative spring grade point average and graduation rates of our student athletes exceed overall student body performance: Women Athletes, 3.287 and Men Athletes, 2.893.

Another of my goals was “to maintain a leadership role in the economic development of the diverse resort, agricultural, manufacturing communities, and political entities that surround the University.”

Key Initiatives of the North Eastern Strategic Alliance (NESA's new tagline promotes the NESA region as “South Carolina's Business Corner”) include the development of I-73, running from Michigan to South Carolina.

In some respects, Coastal Carolina University is the birthplace of NESA with the early guidance of Billy Alford, Mark Kelley, and other members of the Legislative Delegation. It is making great strides to improve the economic life of our community.

Another of my goals was “to increase public and private support to create and maintain resources for University programs, operations, and capital improvements.”

1. The success of future capital campaigns will require an effort that spans the state and the region. We need to target individuals who might consider making Coastal Carolina one of their top three giving commitments.
2. Science Building: A bond bill is anticipated this year and contacts are being made to ask the General Assembly for a new science building. Everyone was asked to contact friends and colleagues to seek their support. The University and the General Assembly are also seeking funding from Washington for the project.
3. Field House: As of this date, we have raised \$2M in private funds. This includes a recent gift of \$750K from the Jimmy and Emma Ann Benton (\$500K) and their sons (\$250K) to name Benton Field in Brooks Stadium. I hope to be able to announce another major gift in the weeks ahead.

The \$8.6 million, 43,000-square foot facility will house coaches' offices, a 9,000-square-foot weight room, locker rooms, meeting rooms, an academic study lounge and 2,100 additional seats in the end zone in the front of the building. The Buddy Sasser Athletic Hall of Fame will be a feature of the new building.

Another of my goals was “to provide a student-friendly, safe, and secure campus environment.”

1. With 2,000 students housed in University Place and other nearby housing developments, increased bus ridership will be essential. Funded by Santee Cooper, the University has installed impressive enlarged, covered, and environmentally-sound bus stops near the Jackson Student Center. I might have wished that they were less impressive but their size is determined by the solar panels that will produce electricity for the University power

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grid. A kiosk in the Smith Science Center will provide students and visitors with real-time information on the solar power generation. There will be a dedication on August 31.

2. Brooks Stadium will offer an additional 1,000 seats on the visitors' side to accommodate increased student attendance.
3. With a Java Port coffee bar, Kimbel Library will become a campus attraction that blends the academic and the social.
4. A traffic light is being installed on University Boulevard to offer safe student passage to The Gardens residence halls. University Boulevard will also have a sidewalk running from the Health Center to the stadium for safer student movement.
5. In the face of the current hurricane frequency forecasts, we can feel somewhat better that Atheneum Hall, Kearns Hall, the Science Building, and Wheelwright Auditorium have been equipped with hurricane resistant windows. The Singleton Building, Atheneum Hall, and the Wall Building have diesel generators to support campus communications and computing systems during power outages.
6. The \$2M Kearns Hall renovation is on schedule for full occupancy in January.
7. With the sale of \$11M bonds in September, the University will attend to some long deferred maintenance, especially the science building.

A goal for 2005-2006 was "to maintain leadership in strategic planning to assure that the University is responsive to the dynamics of higher education."

The University prepared and submitted a third Comprehensive Annual Financial Report (CAFR), incorporating management analyses, a statistical section, and the complete text of the audited financial statements. In May, Coastal Carolina was awarded the Certificate of Achievement for Excellence in Financial Reporting for the fourth consecutive year.

I might have wished that the year ahead would be a prelude to retirement, a sort of Introduction to Retirement 101. Obviously, that will not be the case. This university – its students, its programs, its campus, and its increasing stature – requires constant attention, new ideas, and lots of energy. I look forward to another year of discovering and guiding the possibilities of a dazzling future for Coastal Carolina University.

V. Standing Committee Reports

Executive Committee

Mr. DuBard made a motion to establish an Audit standing committee of the Board of Trustees. Mr. Moore seconded, and the motion passed. Mr. DuBard also moved to establish the Capital Projects Committee as a standing committee of the Board of Trustees. Mr. Frink seconded, and the motion passed.

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In accordance with the bylaws, 30 days notice is required to make changes to the bylaws and the establishing of these two committees will be brought before the Board at the October meeting.

Mr. Alford moved to establish an ex-officio member of the Capital Projects Committee who is the chair of the Land Use Committee of the Coastal Educational Foundation or the appropriate designee. Mr. Lyles seconded, and the motion passed.

Chairman Hodge appointed Messrs. Clark B. Parker, J. Wayne George, and Tommy M. Stringer to serve on the Audit Committee.

Academic Affairs Committee

Dr. Smith was elected chair of the Academic Affairs Committee for 2006-2007.

The previous day's committee meeting discussions focused on two areas: how to attract good students and how to attract and reward good faculty. A number of faculty retirements are forthcoming, particularly in the College of Humanities. Dr. DeCenzo is looking at ways to have the salaries at a level to attract good faculty, as well as adjunct faculty. Faculty merit pay is also being reviewed.

The *Executive Summary: Academic Year 2005-2006* was distributed to everyone.

Jim Eason, Interim Director of the MBA Program, has reported that 23 students have been accepted into the program and preparing to register. There is an additional 13 students who are well into the application process. It is anticipated starting the program with 30-35 students. The University has really not advertised the program, and it is felt that the program will escalate in the next few years.

Mr. Spivey asked how many of the 23 are from out of state. Dr. DeCenzo reported that the program is attracting students from a wide area; 60% were from out of state.

Dr. Kane wanted to know how the MBA program will affect the undergraduate business program. Dr. DeCenzo believes that it will enhance the undergraduate program. Offering the graduate program has been beneficial in attracting outstanding faculty.

Mr. Moore wanted to know about the MBA program accreditation. Dr. DeCenzo said the program is automatically accredited because we have undergraduate accreditation. The program will be reviewed when the undergraduate program comes up for review in fall of 2007. All the requisite paperwork has been filed with AACSB. We are in the self-study review year, and the institution will go through a dry run of the accreditation process.

Mr. Alford wanted to know what the anticipated size of the MBA program is. Dr. DeCenzo believes that there could be about 250 students, given scheduling, faculty resources, and facility.

There were personnel matters for Executive Session.

Development & Alumni Affairs Committee

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Mr. Dan Moore had been elected chair of the Development & Alumni Affairs Committee for 2006-2007.

Mr. Nicholson reported that as of June 30, gifts and pledges totaled \$4.4 million. Leadership from the Board is very important. Another trustee, Bill Biggs, has stepped forward and committed \$20,000 towards the fieldhouse.

The 50th Anniversary Initiatives Campaign Report was included in the Board information.

Three new major gifts officers will be added to the development team. The consulting firm of Alexander Haas Martin & Partners, Inc. will be brought in to review the fundraising for athletics and then an athletic major gifts officer will be added.

A \$2.5 million campaign has been launched to insure a broader vision and the perpetuity of the Wall Fellows program. Dr. DeCenzo reported that the Wall family has agreed to donate \$500,000 and will spearhead the campaign. It is hoped to announce the \$2.5 million endowment at the Wall Fellows initiation ceremony in October.

In the past, some students could not participate in the Wall Fellows program because of the time and involvement commitment. It is hoped to eventually offer full scholarships, stipends, and housing.

Dr. Conner reported that the Alumni Affairs had hosted more than 20 events, not only in the local area, but throughout the state. 500 alumni have gone on line to update their information. Alumni Affairs and the Institutional Research Office are working on a post graduation survey to learn what graduates are doing and where they are working. Four major mailings were conducted by the Alumni office to more than 13,000 alumni. In the process, returned mail had updated addresses.

The Alumni Board of Directors has dedicated \$5,000 to update one of the houses on the recently purchased Elvington property for an Alumni House.

The purchasing of the Blackbaud software program by Advancement will make possible the implementation of the NetCommunity. Alumni will then have the capability of being on-line with each other and faculty members.

Christi Chambers and Bob Squatriglia have taken on a list of 300 alumni who have been identified as major prospects. Over the next year, they will make personal contacts to start a relationship and then hand them over to the major gifts officers.

On the Friday before the Wofford game on September 9, Charlie and Ellen Hodge will host a reception at their home. The Trustees were invited and asked to make recommendations of potential friends of Coastal Carolina who could also be invited. Coach David Bennett and Wofford's president will also be in attendance.

Planning & Fiscal Affairs Committee

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Mr. Gene Spivey was elected chair of the Planning & Fiscal Affairs Committee for 2006-2007.

He noted the *Updated "10" Funds Expenditures* report in the folder.

The *Strategic Plan for 2006-2011* was reviewed in the meeting yesterday. The plan is a broad outline of where the University is moving and can be amended as needed.

Mr. Spivey made a motion to approve the *Strategic Plan for 2006-2011*. Mr. Alford seconded, and the motion carried.

Mr. Spivey stated the proposed change in the Expenditure Policy had been deferred until the next meeting.

Student Affairs Committee

Mr. Lyles noted that the Student Affairs Committee had not met.

Ms. Gina Markland presented an athletic update. Coastal Carolina University has won the Sasser Cup for the 2005-2006 season. This is the eighth time for receiving the recognition. Other highlights included leading the Division I-AA football attendance with an average of 114% capacity at Brooks Stadium; the addition of 1,000 seats to the football stadium on the visitor's side; and the men's golf team won the Big South Conference title for the second straight year and the seventh time in the last nine years. They tied for 15th at the NCAA Championships. Dustin Johnson was the NCAA East Regional Runner-up and 27th in the nation in the NCAA golf championship.

The Student-athletes' cumulative grade point average is 3.304, higher than the University's overall GPA. 12 teams had an overall grade point average of 3.0 or higher.

Senior tennis player, Brian Dowis, received a NCAA post-graduate scholarship for \$7,500 and will attend Clemson University. He also received a new Big South Graduate Fellowship for \$1,000. Student-athletes are using the temporary weight room and the renovations are almost completed. Coastal graduate, Amber Campbell, just placed second in an international hammer throw event.

Capital Projects Ad Hoc Committee

Mr. Moore stated that yesterday's meeting included an update on capital projects. The realignment of University Boulevard should be completed by the end of September. The anticipated bond monies will be used for approximately 70 projects to begin in September.

A potential contractual matter regarding the Myrtle Beach Higher Education Center will be discussed in Executive Session.

VI. Chairman's Report

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Mr. Hodge noted that there is an impressive list of projects and activities which have been completed or are currently in the process of completion in accordance with the Campus Master Plan dated September 2004.

Roads, traffic, parking, and campus safety projects included: rerouting of University Boulevard, a traffic signal at University Boulevard and Chanticleer Drive West, additional lighting, call boxes and video surveillance equipment, addressing parking issues, large pedestrian sidewalk from Brooks Stadium to the Welcome Center.

Campus improvements and amenities included: a coffee house within Kimbel Library, additional bicycle racks, the installation of storm-resistant windows in five buildings, backup generators for three buildings, the development of plans for stormwater drainage, frequent and improved shuttle service throughout campus, improved campus-wide signage, and enhanced landscaping with the hiring of a horticulturalist-landscape architect.

Building additions and improvements included: 1,000 seats and additional restrooms at Brooks Stadium; classroom and office spaces in the Coastal Science Center, Coastal Band Hall, and Foundations Center; and the planned addition of the field training facility at Brooks Stadium has begun with the selection of an architect and identification of funding.

Property acquisitions included: purchase of the Elvington property, leasing of Quail Creek Golf Course, interim alumni house on Elvington property, negotiations with the county to seek additional lands at the Atlantic Center for future athletic and intramural fields.

Mr. Alford noted that both the Singleton Building and Atheneum Hall are owned by the Horry County Higher Education Commission. In the mid-1960s Atheneum Hall was built and used as a student center. The campus master plan calls for this building to be demolished.

Mr. Alford made a motion to amend the campus master plan to preserve Atheneum Hall as an Alumni House and to endorse the concept for raising money for a president's house. Mr. Spivey seconded and the motion passed by acclamation.

It was noted that an Agency Head Performance Evaluation was not required by the state this year because of Dr. Ingle's altered employment status. However, a 2006-07 Agency Head Plan was required.

2006-2007 Board meetings will be held on October 5-6, January 11-12, May 3-4, and July 12-13.

Everyone was reminded of the Board of Trustees Retreat on August 25-26. The Board will have dinner with the Coastal Educational Foundation on Friday and have a joint half-day retreat on Saturday.

The 2006-2007 Committees list was included in the Board information. It was noted that the Nominating Ad Hoc Committee will be appointed early in 2007.

Mr. DuBard reported that the Presidential Advisory Search Committee will meet this afternoon. Yesterday, Greenwood & Associates started conducting a series of meetings with various interest groups--vice presidents, deans, Foundation members, etc. They are receiving input as to what

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we should be looking for in the next president and some of the tasks that he will undertake and will occupy his time during the next three years. The next meetings will be on August 25 with the students and faculty. It is hoped to have a recommendation for a president in January.

The October 6 Board meeting will be a joint meeting with the Coastal Educational Foundation and the Board of Trustees at the Waccamaw Higher Education Center.

Dr. Conner handed out a football schedule and asked trustees to return their football ticket needs.

II. Unfinished Business

Nothing to report.

VIII. New Business

Nothing to report.

IX. Executive Session

Mr. Carter moved to go into Executive Session as there were personnel and contractual issues to discuss. Mr. Spivey seconded, and the motion carried. No action was taken during Executive Session.

At the recommendation of the Academic Affairs Committee, Dr. Smith made a motion to approve the following department chair hires with tenure: Drs. Richard Johnson, Pedro Maligo, Ana Maria Schuhmann. Mr. Biggs seconded, and the motion passed by acclamation.

X. Adjournment

As there was no further business, Mr. Spivey made a motion to adjourn and Mr. Carter seconded.

Respectfully submitted,



Samuel H. Frink
Secretary/Treasurer